

Redshift
411 Branchway Road
Richmond VA 23236

Young Guns Action Fund/ Issue
Submission Number 272 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Young Guns Action Fund/ Issue	Submission Cost:	42145	Campaign Ref:	E:063731020
Buyer:	...	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/11/12	Weeks:	3	Order Ref:	06373102
Est./PO Number:	06373102	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Young Guns Act Fund	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 6p News MTWTF..	03	400	30 Comme	Nbr of Spots 3			3	1200
2	M-F 6p News MTWTF..	03	400	30 Comme	Nbr of Spots 4			4	1600
3	M-F 6p News M.....	03	400	30 Comme	Nbr of Spots 1			1	400
4	M-F 7p News MTWTF..	02	575	30 Comme	Nbr of Spots 3			3	1725
5	M-F 7p News MTWTF..	02	575	30 Comme	Nbr of Spots 5			5	2875
6	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots 1			1	575
7	Sat 6p NewsS.	02	250	30 Comme	Nbr of Spots 1			1	250
8	Sat 7p NewsS.	03	250	30 Comme	Nbr of Spots 1			1	500
9	Sun 6p News	02	350	30 Comme	Nbr of Spots 1			1	700
Weekly Totals: Total Spots(Ord Spots)					21	26	3	50	

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Est./PO Number: 06373102	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
10	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots	3		3	1845
11	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots		4	4	2460
12	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots		1	1	615
13	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	4100	30 Comme	Nbr of Spots	1	1	2	8200
14	Thu 10p ET / 9p CT Rock Center ...T...	04	2500	30 Comme	Nbr of Spots	1	1	2	5000
15	Fri 10p ET / 9p CT Dateline NBC FridayF..	02	1800	30 Comme	Nbr of Spots	1	1	2	3600
16	M-F 7a Today Show MTWTF..	03	650	30 Comme	Nbr of Spots	3		3	1950
17	M-F 7a Today Show MTWTF..	03	650	30 Comme	Nbr of Spots		4	4	2600
18	M-F 9a Today Show II MTWTF..	03	250	30 Comme	Nbr of Spots	2	3	5	1250
19	Sun 7p ET / 6p CT Football Night In AmericaS	03	2400	30 Comme	Nbr of Spots	1	1	2	4800
Weekly Totals: Total Spots(Ord Spots)					21	26	3	50	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
Weekly Totals: Total Spots(Ord Spots)					21	26	3	50	

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22	10/29	11/05	
Spots	50	21	26	3	
Cost	42145	18870	21685	1590	

Grand Totals:		Spots:	50
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Gross Total:	42,145.00
Commission:	6,321.75
Net Total:	35,823.25

REP HEADLINE# 6373102
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT15/12 10.52
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/YOUNG GUNS ACTION FUND	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	REDSHIFT	BUYER NAME	ANDREW EDWARDS	
		411 BRANCHWAY ROAD	SALES PRSN	WA- MICK NESCI (H)	
		RICHMOND, VA 23236			
ORDER #		CONTRACT # 6373102	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	YOUNG GUNS ACT FUND	EST#180	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT22/12	NOV5/12	WK-3		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT15/12 10.52		

REP: NEW ORDER
TTL \$42,145 @50X
PLEASE CONFIRM
THANKS! KIM FOR MICK

STA: PLS SEE M1 FOR NEW OFFER
PLS ADVISE ASAP
THX, CHERYL 10/15

CON CM YOUNG GUNS ACTION FUND.

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#5 MISSED: SAT/600P-630P NOV3 30S \$250.00 (OCT15/12)
OFFER: M-F/900A-1000A OCT29 30S \$250.00 PLS ADVISE.
CMT: NO 6P NEWS 11/3 D/T SPORTS - MG BOOKED TODAY SHOW II
CMT: PLS ADVISE

CONTRACT TOTAL 42145.00
TOTAL SPOTS 50

REP HEADLINE# 6373102
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT15/12 10.51
*** WNCN-TV ***

ADV # ADV. NAME ISS/YOUNG GUNS ACTION FUND
AGY # AGY. NAME REDSHIFT

411 BRANCHWAY ROAD

RICHMOND, VA 23236

REP. # OFF. # SALESMAN #
BUYER NAME ANDREW EDWARDS
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6373102

CLASS: NATL. LOCAL REGIONAL

PRDCT YOUNG GUNS ACT FUND EST#180 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT22/12 NOV5/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/12 10.51

REP: NEW ORDER
TTL \$42,145 @50X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM YOUNG GUNS ACTION FUND.

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 42145.00
TOTAL SPOTS 50

REP HEADLINE# 6373102
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT12/12 19.28
*** WNCN-TV ***

ADV # ADV. NAME ISS/YOUNG GUNS ACTION FUND
AGY # AGY. NAME REDSHIFT

411 BRANCHWAY ROAD

RICHMOND, VA 23236

REP. # OFF. # SALESMAN #
BUYER NAME ANDREW EDWARDS
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6373102

CLASS: NATL. LOCAL REGIONAL

PRDCT YOUNG GUNS ACT FUND EST#180 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT22/12 NOV5/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT12/12 19.28

REP: NEW ORDER
TTL \$42,145 @50X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM YOUNG GUNS ACTION FUND.

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 180
AGENCY PRODUCT CODE =

1			600P-630P	30		\$400.00	10/22	10/26	3		M-F	3
1			600P-630P	30		\$400.00	10/29	11/2	4		M-F	4
PROGRAM : 6PM NEWS												
CON COM1 : 6PM NEWS												
2			600P-630P	30		\$400.00	11/5	11/5	1		MON	1
PROGRAM : 6PM NEWS												
CON COM1 : 6PM NEWS												

10/15

OCT 12 / 12 19.28
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700P-730P	30		\$575.00	10/22	10/26	3		M-F	3
3			700P-730P	30		\$575.00	10/29	11/2	5		M-F	5
PROGRAM : 7PM NEWS CON COM1: 7PM NEWS												
4			700P-730P	30		\$575.00	11/5	11/5	1		MON	1
PROGRAM : 7PM NEWS CON COM1: 7PM NEWS												
*5			600P-630P	30		\$250.00	10/27	11/3	1		SAT	2
PROGRAM : SAT 6PM NEWS CON COM1: SAT 6PM NEWS												
6			700P-730P	30		\$250.00	10/27	11/3	1		SAT	2
PROGRAM : SAT 7PM NEWS CON COM1: SAT 7PM NEWS												
7			600P-630P	30		\$350.00	10/28	11/4	1		SUN	2
PROGRAM : SUN NEWS CON COM1: SUN NEWS												
8			1100P-1135P	30		\$615.00	10/22	10/26	3		M-F	3
8			1100P-1135P	30		\$615.00	10/29	11/2	4		M-F	4
PROGRAM : 11PM NEWS CON COM1: 11PM NEWS												
9			1100P-1135P	30		\$615.00	11/5	11/5	1		MON	1
PROGRAM : 11PM NEWS CON COM1: 11PM NEWS												
10			900P-1000P	30		\$4,100.00	10/24	10/31	1		WED	2
PROGRAM : L&O:SVU CON COM1: L&O:SVU												

REP HEADLINE# 6373102
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT12/12 19.28
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1000P-1100P	30		\$2,500.00	10/25	11/1	1		THU	2
PROGRAM : ROCK CENTER												
CON COM1: ROCK CENTER												
12			1000P-1100P	30		\$1,800.00	10/26	11/2	1		FRI	2
PROGRAM : DATELINE												
CON COM1: DATELINE												
13			700A-900A	30		\$650.00	10/22	10/26	3		M-F	3
13			700A-900A	30		\$650.00	10/29	11/2	4		M-F	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
14			900A-1000A	30		\$250.00	10/22	10/26	2		M-F	2
14			900A-1000A	30		\$250.00	10/29	11/2	2		M-F	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
15			700P-815P	30		\$2,400.00	10/28	11/4	1		SUN	2
PROGRAM : FTBALL NIGHT AMER												
CON COM1: FTBALL NIGHT AMER												
OCT/12			18870.00			NOV/12	23275.00					
CONTRACT TOTAL											42145.00	
TOTAL SPOTS											50	

MARKET TOTALS \$468,277 WNCN 9% WRAL 42% WTVB 44% WRAZ 5% WRDC 0% WLFL 0% CABL 0%
 SHARES ARE ESTIMATED
 SVC- NSI BOOKS- NOV/PJ
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WNCN-TV	Date: 10/12/12
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I, REDSHIFT MEDIA
do hereby request station time concerning the following issue:

YG NETWORK
 211 NORTH UNION STREET, SUITE 100
 ALEXANDRIA, VA 22314
 JOHN MURRAY, TREASURER

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED ORDER					

Total Charges: \$ 35,823.25

This broadcast time will be used by: YG NETWORK

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

YG NETWORK

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/9/12
Date


Signature

(804) 794-2873
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
N/A					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.